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M	AD	5,878,400	03/02/99		Carter, III	71	05	20		
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Sheet 3 of 4 U.S. DEPARTMENT OF COMMERCE ATTY, DOCKET NO. SERIAL NO. PATENT AND TRADEMARK OFFICE **DEM1P008** 10/006,608 **APPLICANT** LIST OF DOCUMENTS CITED BY Neal et al. TO COMPLY WITH 37 C.F.R. **GROUP** FILING DATE 11/30/01 **DOCUMENTS EXAMINER** DOCUMENT DATE NAME **CLASS** SUBCLASS FILING DATE IF INITIAL* NUMBER **APPROPRIATE** OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, BK No. 3, Summer 1985, pp. 177-198 BL Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220 BM Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, pp. 5-11 Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 19932, pp. 213-229 BO Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187 Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price BP Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90 John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", BQ Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43 BR Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24 Richard A. Briesch, "Does it Matter How price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181 Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3 William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59 Stephen J. Hoch at al., "Determinants of Store-Level Price Elasticity", Journal of Marketing ΒV Research, Vol. XXXII (February 1995), pp 17-29

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^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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